

Pulse Rate Card 2017-2018

Ad Size	1 edition	2 editions (10% discount)	3 editions (15% discount)
1x1 (1")	\$4.00	3.6x2=\$7.20	3.4x3=\$10.2
2x2 (Business Card) (4")	\$16.00	14.40x2=\$28.80	13.6x3=\$40.80
3x3 (9")	\$36.00	32.4x2=\$64.80	30.6x3=\$91.80
4x4 (16")	\$64	57.6x2=\$115.20	54.4x3=\$163.20
2" Banner (10")	\$40.00	36x2=\$72	34x3=\$102
3" Banner (15")	\$60.00	54x2=\$108	51x3=\$153
1/4 Page (20")	\$80.00	72x2=\$144	68x3=\$204
1/2 Page (40")	\$160.00	144x2=\$288	136x3=\$408
Full Page (80")	\$320	288x2=\$576	272x3=\$816
Color: add 10%/ad			
Web Ad	\$20 a week	\$36 two weeks	\$51 three weeks
Total Ad Cost			

Date Advertising Due	Date Stories Due	Date to SPC	Delivery Date	Notes
19-Aug	19-Aug	23-Aug	25-Aug	Week 1
26-Aug	26-Aug	30-Aug	1-Sep	Week 2
2-Sep	2-Sep	6-Sep	8-Sep	Week 3
9-Sep	9-Sep	13-Sep	15-Sep	Week 4
16-Sep	16-Sep	20-Sep	22-Sep	Week 5
23-Sep	23-Sep	27-Sep	29-Sep	Week 6
30-Sep	30-Sep	4-Oct	6-Oct	Week 7
7-Oct	7-Oct	11-Oct	13-Oct	Week 8
14-Oct	14-Oct	18-Oct	20-Oct	Midterm Recess
21-Oct	21-Oct	25-Oct	27-Oct	Week 10
28-Oct	28-Oct	1-Nov	3-Nov	Week 11
4-Nov	4-Nov	8-Nov	10-Nov	Week 12
11-Nov	11-Nov	15-Nov	17-Nov	Week 13
25-Nov	25-Nov	29-Nov	Dec. 1	Week 15

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6-Jan	6-Jan	10-Jan	12-Jan	Week 1
13-Jan	13-Jan	17-Jan	19-Jan	Week 2
20-Jan	20-Jan	24-Jan	26-Jan	Week 3
27-Jan	27-Jan	31-Jan	2-Feb	Week 4
3-Feb	3-Feb	7-Feb	9-Feb	Week 5
10-Feb	10-Feb	14-Feb	16-Feb	Week 6
17-Feb	17-Feb	21-Feb	23-Feb	Week 7
24-Feb	24-Feb	28-Feb	2-Mar	Week 8
<i>3-Mar</i>	<i>3-Mar</i>	<i>7-Mar</i>	<i>9-Mar</i>	<i>Spring Break</i>
10-Mar	10-Mar	14-Mar	16-Mar	<i>Week 9</i>
17-Mar	17-Mar	21-Mar	23-Mar	Week 10
<i>24-Mar</i>	<i>24-Mar</i>	<i>28-Mar</i>	<i>30-Mar</i>	<i>Easter Break</i>
31-Mar	31-Mar	2-Apr	6-Apr	Week 12
7-Apr	7-Apr	11-Apr	13-Apr	Week 13
14-Apr	14-Apr	18-Apr	20-Apr	Week 14
<i>21-Apr</i>	<i>21-Apr</i>	<i>25-Apr</i>	<i>27-Apr</i>	<i>Week 15</i>